



St. Paul, Minnesota 55101

A 3M First! A 3M Exclusive!

**OUR FULLY PORTABLE,
INCREDIBLY VERSATILE
3M BRAND "CASUAL"
COMPACT COPIER**

*Offers an all-time HIGH in copier convenience
at an all-time LOW in copier price!*

Would you believe?...

JUST \$69⁹⁵!

Bulk Rate
U.S. Postage
PAID
Permit No. 1
Rockville Centre, N. Y.

T. Nelson, Systems Cons'l.
Box 1546
Poughkeepsie, N. Y. 12603-7-65

**THE
3M "CASUAL"
COMPACT COPIER**
is yours for a nothing-to-lose
2 WEEK TRIAL!

The Decision Is Yours...The Risk Is Ours!





UNBELIEVABLE at \$69⁹⁵

An all-time HIGH in copy quality!

An all-time LOW in copier price!

THE
3M BRAND "CASUAL"
COMPACT COPIER

ING ON PAPER...YOURS WHEREVER

3M "CASUAL" COMPACT COPIER

COMPARE THE ORIGINAL AND THE ACTUAL COPY MADE ON THE 3M "CASUAL"
← COMPACT COPIER!

THE 3M "CASUAL" COMPACT COPIER is no bigger than an overnight case. It's lighter than a portable typewriter. It's not much more costly than an expensive toy. BUT...

THE 3M "CASUAL" COMPACT COPIER copies all originals — typed, written, drawn or in print. It copies carbons, blueprints, photostats, mimeographs — originals done with ballpoint pen, pencil, rubber stamps — you name it.

It copies from all colors — half-tones and color-background originals — even full-color ads.

It copies from all sizes — copies anything up to legal size in a single shot, copies such oversize items as maps and ledger sheets in sections.

It copies pages from bound books and magazines — without the slightest harm to the original.

And it copies them all with amazing fidelity — because the 3M "CASUAL" COMPACT COPIER operates on 3M's exclusive "Dual Spectrum" process...the process that produces top-contrast black-on-white copies every time...better copies, according to independent laboratory test, than those produced by huge, expensive electrostatic copiers!

COPIER...SO COMPACT AND LIGHT, NOWHERE YOU WON'T TAKE IT!

PERFECT FOR BUSINESS USE!

Take it to the office — it sits right on your desk — gives you sharp, clear copies of invoices, forms, correspondence, memos, anything! Take it back home for after-hours and weekend work — for all your one-copy and personal copying needs! Take it on business trips and you'll have copying capability everywhere you go!



PERFECT FOR FAMILY USE!

Your youngsters will make high-contrast copies of school assignments, reports, maps! They'll take it to the library to copy pages and diagrams from reference books without the slightest harm to the original! Your wife will copy recipes, coupons, magazine pages! She'll take it to organization meetings for on-the-spot copies of agendas, notices, committee assignments!

**YOU HAVE TO PAY \$500 OR MORE FOR A BIG MASS-
\$69.95 FOR THE 3M "CASUAL" COMPACT COPIER!**

IT TOOK US YEARS TO MAKE THE COPIER...IT TAKES YOU LESS THAN A MINUTE TO MAKE A COPY!

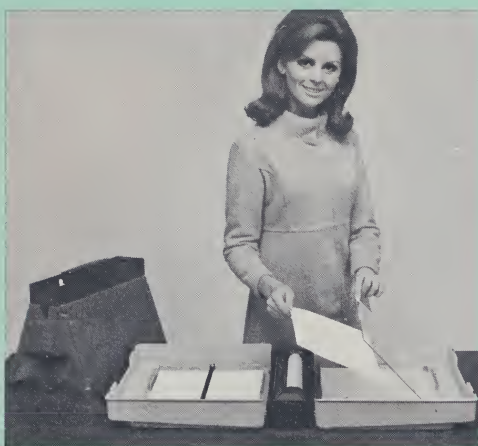
Never before has there been a piece of copying equipment like this one. It took **years** for 3M to develop and perfect a truly portable, utterly practical, rock-bottom low-price copier. It takes you **less than a minute** to produce a high-contrast, bone-dry copy!

ALL-ELECTRIC, COMPLETELY CLEAN AND DRY!

You can forget about messy inks, chemicals, toners and powders. The 3M "CASUAL" COMPACT COPIER is an ultra-modern ALL-ELECTRIC copier...plugs into any outlet...runs dry, clean, trouble-free! It's a miracle of advance design and engineering know-how. But easy as 1-2-3 to operate!

1.

Open the copier up,
plug it in, and slip the papers
under the glass...



2.

Top the glass
with the exposure box...
press the button...



3.

Slip the papers into the roller
...and roll out a completely
dry black-and-white copy!



USE THE **3M "CASUAL"**
COMPACT COPIER
FOR 14 DAYS AT OUR RISK!

Fill out the order form, enclose your check or money order, drop it in the mail—and in approximately three weeks, the 3M "CASUAL" COMPACT COPIER will be in your hands. Use it at work, use it at home, take it with you on a business trip. Use it as your own—because for 14 days it IS your own—without the slightest risk!

50 SHEETS OF 3M COPY PAPER INCLUDED FREE!

Along with the 3M "CASUAL" COMPACT COPIER, you'll receive a supply of 3M copy paper good for 50 sharp copies. USE IT. Copy anything! Copy everything! Even if you decide to RETURN the copier after 14 days, THE COPY PAPER YOU USE AND THE COPIES YOU MAKE COST YOU NOTHING!

YOU BE THE JUDGE!

If the 3M "CASUAL" COMPACT COPIER isn't everything we say it is, return it when your 14-day trial is up. Back goes the copier—and back comes every penny you paid, no questions asked. The use of the copier and the copies you make on it cost you nothing. But take warning!...

Once you try the 3M "CASUAL" COMPACT COPIER—once your family starts experimenting with it—once you get used to having a full-capability copier with you everywhere you go—you're not going to be able to part with it! AND AT THIS PRICE, WHY SHOULD YOU?

MONEY-BACK GUARANTEE OF SATISFACTION

If for any reason you are not entirely satisfied with your
3M "CASUAL" COMPACT COPIER, you may return it to 3M
within 14 days after purchase
for a full cash refund.

At \$69.95 it's the biggest copier v The design and price break-throu



What's casual about the 3M "CASUAL" COMPACT COPIER?

The 3M "CASUAL" COMPACT COPIER is not intended to replace a big office machine that grinds out the copies on an 8-hour-a-day schedule. It is designed to give its all for businesses with light or infrequent copying needs... for professionals and traveling execs... for after-hours and weekend work at home... for family use, too. If your copying needs are limited, there's just no need to pay \$500 or more for a large high volume machine — **not** when you can get great copies out of your \$69.95 "CASUAL" COMPACT COPIER!

Is it really fully portable?

The 3M "CASUAL" COMPACT COPIER is 12 pounds light and built right into its own compact carrying case. It's as portable as your attache case.

Can it copy ballpoint signatures — halftones — hard-to-copy originals?

It copies originals that are typed, written, drawn or in print... carbons, blueprints, photo-stats, mimeographs... ballpoint signatures, pencil doodles, rubber stamp markings... halftones, color-background originals, full-color ads. More: it copies pages from bound books and magazines, without mutilating the original. More still: it copies from all size originals... gives you an intact copy of originals up to legal size... copies oversize items in sections. In short, the 3M "CASUAL" COMPACT COPIER copies **anything** on paper.

***AN ALL-TIME HIGH IN COPIER CONVENIENCE
THE "CASUAL" COMPACT COPIER BY 3M..***

value of this or any year...
high of the century!



What about copy paper availability?

A 50-copy supply, 8½ x 11" letter size, comes with your copier. You can order additional 50- or 100-copy packages by mail from 3M—letter size at \$4.50 for 50 and \$8.15 for 100... legal size at \$5.95 for 50 and \$10.40 for 100. For additional convenience, larger quantity paper orders are available at your local 3M Business Products Centers.

Is it easy to operate?

The 3M "CASUAL" COMPACT COPIER works on 3M's exclusive, all-electric "Dual Spectrum" process—no inks, no chemicals, no toners or powders—in fact, **no** supplies other than 3M paper. It's simple to operate...gives you a bone-dry, bond-weight copy in less than a minute.

Where can a demonstration model be seen?

It can't. Because this is a direct-from-the-manufacturer deal, the 3M "CASUAL" COMPACT COPIER is displayed in no showroom, sold in no store. But we're offering you something better than a demonstration, anyway. We're offering you a **trial**. Get your order in the mail now, and you'll get the 3M "CASUAL" COMPACT COPIER for 14 days at **our** risk. You be the judge. If it's not at least **twice** as great as we say, send it back for a full cash refund!

**...AN ALL-TIME LOW IN COPIER PRICE:
...INCREDIBLE AT \$69.95!**

GET THE GREAT NEW
3M "CASUAL"
COMPACT COPIER
FOR 14 DAYS
AT OUR RISK!

GET YOUR ORDER IN THE MAIL
TODAY!

Duplicating Products Division **3M**
COMPANY

Duplicating Products Division **3M**
COMPANY

3M CENTER • SAINT PAUL, MINNESOTA 55101

a Portable Dry-Process
Copier for only \$69⁹⁵?

*Yes! and originally sold
at retail for \$99.95!*



**THAT'S WHY WE WANT
YOU TO:**

- use it as your own for
2 solid weeks—at our risk!
- return it if you wish—
get your money back,
no questions asked!

*Available to you only
through this mail offer
at \$69.95!*

*A 50-copy supply of
3M copy paper included
at no extra cost!*

Dear Friend,

The new 3M "CASUAL" COMPACT COPIER is the most sensational piece of copying equipment ever designed, ever produced, ever put on the market by us or anyone at anywhere near the price!

Fully portable, amazingly rugged and bantam weight, it can go with you to the office and back as easily as your attache case. A snap to operate, all-electric, dry and clean, it copies everything from business correspondence to homework to recipes.

But it doesn't stop there! The 3M "CASUAL" COMPACT COPIER actually copies oversize originals, ledger sheets, maps! Even pages from bound books and magazines! Did we say sensational? It's MARVELOUS! And the best is yet to come:

*What a
product!*

ALL this copier convenience and all this copier versatility
are YOURS FOR A NOT-TO-BE-BELIEVED \$69.95 - originally sold
at retail for \$99.95!

We feel that we don't have to sell you on the 3M "CASUAL" COMPACT
COPIER. The product is great, the price is right. All we've got
to do is get it into your hands - and you'll sell yourself.

So ... we will send you the copier on a 14-day trial basis, and
we'll include a supply of 3M copy paper good for 50 sharp-black on
bright-white copies. THE 3M "CASUAL" COMPACT COPIER IS YOURS FOR
14 DAYS AT OUR RISK!

Use it at work, use it at home, take it with you on a
business trip! Use it as your own ... because for 14
days it IS your own - without risk!

And if the "CASUAL" COMPACT COPIER isn't everything we say it is (we say plenty in the enclosed brochure) - return it within 14 days. We won't ask why. When we get back the copier, then you get back your money. BUT ...

Use the "CASUAL" COMPACT COPIER freely throughout your 2-week trial! Copy anything! Copy everything! Even if you decide to RETURN the copier within 14 days, THE COPY PAPER YOU USE AND THE COPIES YOU MAKE COST YOU NOTHING!

Now ... turn to the enclosed brochure for a preview of 3M's great new "CASUAL" COMPACT COPIER.

Then ... get your check and order form into the mail - and the "CASUAL"
COMPACT COPIER is practically on its way to you!

Cordially,

C. A. Kuhrmeyer

C. A. Kuhrmeyer
Division Vice President

**order your
3M "Casual" Compact Copier
today.
use the
order form inside.**

14-day risk-free trial order form

Gentlemen:

Please send me the 3M "CASUAL" COMPACT COPIER plus a 50-copy supply of 3M copy paper on the understanding that I may use the paper freely—but if I am not completely satisfied with the copier, I may return it within 14 days for full refund. (Allow 2 to 3 weeks for delivery.)

☐ Enclosed is my check or money order for \$69.95 plus _____ state and/or local taxes (where applicable) made payable to 3M COMPANY.

Print Name _____

Address _____

City _____ State _____ Zip _____

ENCLOSE WITH CHECK OR MONEY ORDER IN ENVELOPE, AND MAIL. POSTAGE IS PAID.

IMPORTANT: The following is the shipping label we will use to send you your copier. Please print in clear, legible block letters.

AA

FROM:

3M COMPANY • BOX 3126 • ST. PAUL, MINN. 55101

TO:

Print Name _____

Company _____

Street Address _____

City _____ State _____ Zip _____

First Class
Permit No. 25
St. Paul, Minn.

BUSINESS REPLY MAIL

No postage stamp necessary if mailed in the United States

Postage will be paid by

3M COMPANY

Box 3126

St. Paul, Minnesota 55101